Strong foundations, brighter futures.
Invest in Kids emerged from the 2020–2021 fiscal year stronger than ever before. During uncertain times presented by the COVID-19 Pandemic, we not only survived but thrived. This year also deepened our resolve to expand the number of Colorado families we serve, and to do so equitably.

Our investment in data, programs, and people this past year allowed us to work alongside Colorado communities to adopt, implement, and scale proven programs that help children and families create strong foundations for brighter futures.

In this report, you will learn about the accomplishments achieved through the unique collaboration between Invest in Kids and our three programs:

- Nurse-Family Partnership® nurses capitalized on telehealth to enroll 2,451 new families from April 2020 to July 2021.
- The Incredible Years® team leveraged technology to provide comprehensive virtual support to teachers and parent program facilitators.
- Together with our newest program partners at Child First®, we launched our third evidence-based program. This expanded our impact with a two-generation approach that provides intensive home-based mental health services to families and children.

Invest in Kids’ staff and Board of Directors have intensified our commitment to addressing issues of Diversity, Equity, and Inclusion within the organization and our programs. We now use the Invest in Kids Equity Lens as we consider organizational decisions and work to further center client voices in our work.

We are grateful to our staff, Board, and supporters, and remain inspired by the families we serve who are up against significant systemic barriers and inequities, yet continue to demonstrate resilience and strength.

Without your partnership, trust, and support, our work would not be possible. Thank you for investing in this important mission.

Sincerely,

LISA HILL
Executive Director

ERIC HILTY
Board Chair

“A brighter future begins with me and my beautiful family.”
—NAOMI T., MOTHER OF TWO AND GRADUATE OF NURSE–FAMILY PARTNERSHIP
THE COVID CRISIS

A Crucial Call for Creative Supports

Invest in Kids knows—based on evidence and experience—that investing in young children and families is the best way to strengthen our community today and for future generations. This has been true even more so over the last two years.

According to the Colorado Children’s Campaign 2021 KIDS COUNT in Colorado!, “The COVID-19 pandemic posed both direct and indirect threats to the health and wellness of Colorado’s children.”

- More than 1-in-10 Colorado children under six have been exposed to two or more adverse childhood experiences.
- Fewer than two-thirds of postpartum people in Colorado who reported needing or wanting mental health care or counseling were able to access care.
- Among Colorado moms with a child between birth and age three, nearly 1-in-5 (19%) reported delaying or skipping well visits for their child during the pandemic.
- Depending on the month, between 30%–43% of Colorado households with kids reported experiencing difficulty paying for usual household expenses in the past week (2021 KIDS COUNT in Colorado!).

We know evidence-based programs make the largest difference in ensuring our youngest Coloradans have the bright future they deserve. It’s why we implement best-in-class programs, focused on serving children experiencing poverty and systemic inequities like the ones exacerbated by the pandemic.
Adapting to Change with Innovation

For 22 years, Invest in Kids has partnered with local communities to ensure the success of evidence-based programs that improve the health and well-being of Colorado’s youngest children and families experiencing poverty. Because of our strong history, partner relationships, and your continued support and investment, Invest in Kids has adapted, learned, and grown in order to best serve families.

The innovations applied in 2020–2021 will benefit and improve our program delivery—and we believe, our outcomes—long into the future.

Our pivots and innovations:

TRANSITION TO, AND SUPPORT FOR, REMOTE PROGRAM DELIVERY
With two of our programs being delivered through home visits and our third largely classroom-based, a successful move to virtual services was critical to ensuring program success.

- Invest in Kids’ staff provided virtual consultation to Nurse-Family Partnership supervisors statewide, supporting frontline nurses in maximizing the impact of virtual program delivery.
- Invest in Kids helped The Incredible Years pivot to virtual Dinosaur School and Parent Programs, ensuring minimal disruption in support to parents and continued engagement with students.

MAINTAINING POSITIVE OUTCOMES FOR CHILDREN AND FAMILIES
Across NFP and IY, outcomes remained positive despite rapid changes to program delivery.

ADDITION OF CHILD FIRST
Invest in Kids was thrilled to add Child First to our program portfolio after 18 months of thoughtful exploration and deep discussion. Child First promotes nurturing and protective relationships for young children—a crucial mission through the Pandemic, and ongoing. In order to bring Child First to Colorado families, Invest in Kids:

- Raised $2.1 million in launch funding to pay for early operations.
- Established relationships with four partner agencies to provide Child First programming across Colorado.
- Helped in hiring 32 staff members across the state.
COMMITMENT TO DEI

Our Organization-Wide Commitment to Equity

Invest in Kids has always worked towards a future where we can no longer predict child and family outcomes—including healthy pregnancies, child development, or school readiness—based on socioeconomic status or race. During the past year, we have worked to weave our Diversity, Equity, and Inclusion (DEI) learnings into all our practices.

AN INCLUSIVE CULTURE

- The staff Equity Committee worked with consultant Kim Desmond to create an Invest in Kids’ Equity Lens. This tool allows Invest in Kids to challenge inequities in our system from inside the organization, address racial biases, and evaluate key decisions that produce more equitable outcomes.
- We implemented a new process to reduce the likelihood of bias in hiring practices at Invest in Kids, and we supported Child First implementing agencies in hiring team members who demonstrated cultural competence.
- Bilingual Incredible Years staff translated supplemental Dinosaur School materials and website information into Spanish, and updated training materials to include more inclusive content.
- We worked alongside Estrategia Group to ensure our next strategic plan centers family voices and is inclusive of diverse community perspectives.

PROFESSIONAL DEVELOPMENT AND GROWTH

- Nurse-Family Partnership staff attended a training on cultural responsiveness and a series on Black Maternal Health to better serve Black expectant parents.
- The Incredible Years team read “Coaching for Equity” by Elena Aguilar, and held a weekly book club to reflect and integrate learning into their coaching practices.
- Our data and evaluation staff built on their takeaways from a workshop entitled “Foundations of Data Equity,” bringing new content to program reports.

OUR IMPACT

As a result of our pivots, our partners, and your support, Invest in Kids continued to have a tremendous impact in the last year.

Invest in Kids served over 13,400 children and families across all 64 counties.

Nurse-Family Partnership® served 4,671 clients and 3,971 children.

Child First® is poised to serve families in 13 counties.

The Incredible Years® served 4,027 students and 375 parents.

Invest in Kids served over 13,400 children and families across all 64 counties.
Nurse–Family Partnership® (NFP) is a relationship-based program that partners highly-trained registered nurses with first-time expectant parents experiencing poverty. NFP clients are the experts in their own lives, and our nurses are experts in working with their clients. Together, they work towards better futures for all families.

**GOALS OF NFP**

**Transform** lives through improved pregnancy outcomes.

**Promote** child health and development.

**Encourage** economic self-sufficiency for families.

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**COLORADO NFP CLIENT AND CHILD OUTCOMES**

**JULY 2020–JUNE 2021**

4,671 clients served • 3,971 children served

**PREGNANCY OUTCOMES**

- 91% of babies were born full-term
- 89% of babies were born at a healthy weight
- 85% of clients were screened for depression during pregnancy

**CHILD HEALTH AND DEVELOPMENT**

- 94% of clients initiated breastfeeding
- 73% of infants were screened for developmental delays at 10 months
- 91% of toddlers were fully immunized at age two*

**ECONOMIC SELF-SUFFICIENCY**

- 56% of clients 18 years old at intake were working at program completion
- 40% of clients without a high-school diploma/GED at enrollment earned a diploma/GED by program completion

* For clients who enrolled during pregnancy
Over the last year, Invest in Kids accelerated critical adaptations for the Colorado NFP program, in service to supporting nurses and prioritizing first-time caregivers benefiting from the program.

**SUPPORT FOR NURSES DURING THE COVID-19 PANDEMIC**

- We engaged a national telehealth expert to increase nurses’ capacity, capability, and confidence with telehealth. Following training, there was a **30% increase in the use of video** during telehealth visits.

- NFP nurses successfully enrolled and kept clients engaged at rates similar to those pre-pandemic.

- We have partnered with the University of Colorado to study the exclusive use of telehealth visits in NFP. Through this research, we hope to understand the **impact of sudden telehealth use** on client’s health care utilization, client outcomes, and the overall experience for both the client and nurse.

- Our first year employing a **Referral Express and Central Hub (REACH)** project nurse brought the intended cohesion and vitality to the NFP referral system in Metro Denver. The project started with **81% of funded caseload** and ended up serving **93% of funded caseload**, bringing in **398 referrals**.

**REACH PROGRAM EXPANSION**

Initiated by Invest in Kids to increase enrollment in Denver Metro NFP, the REACH project increased both the enrollment and the “referred to enroll” rate in all four Metro NFP sites—positive trends that we are optimistic will continue, ultimately benefiting more parents and babies. We also began phase two of this pilot project, expanding our recruitment efforts in service to Child First enrollment, and utilizing lessons learned to bolster promotion and education about both programs.

- Invest in Kids’ NFP team completed the fourth year of the Nurse Residency Program, providing extra support and education for nurses new to NFP nursing practice. Nurses shared challenges and successes while being guided by Invest in Kids’ expert NFP team over the **nine-month program**.

- Invest in Kids’ nursing staff expanded their efforts as public health nurses, **screening and vaccinating** local community members across the state.

*The program had so many positive impacts on my life. My nurse helped answer any questions that I had, or she directed me to other resources that could help my child and myself. She also helped me get through some tough times as a new mother, such as learning how to breastfeed, taking time for myself, and how to care for such a tiny human that is so dependent on their mother. She was that mother figure that I needed in that time to help me care for my child and myself.*

—NATALIA L., NFP GRADUATE
Incredible Innovations to Extend the Reach of The Incredible Years

The Incredible Years® is a series of interlocking, evidence-based programs for young children, parents, and teachers. Invest in Kids supports three of the prevention programs, Teacher Classroom Management (TCM), Dinosaur School, and Preschool BASIC Parent Program. The programs leverage positive parent-child and teacher-child relationships to promote young children’s social-emotional skills and school readiness.

Over 40 years of research has documented that the benefits of The Incredible Years include:

- Greater social-emotional skills in young children.
- Increased use of positive teacher classroom management strategies.
- Improved parenting practices.

During the 2020–2021 program year, Invest in Kids’ IY staff:

- Partnered with communities across 20 counties, providing virtual coaching for 57 Dinosaur School teachers and Parent Program Facilitators from 24 parent groups.
- Used the FRAME (Framework for Reporting Adaptations and Modifications Expanded), an implementation science framework, to guide decision-making and planning for pivots to our implementation supports, site’s program delivery, and evaluation.
- This work was presented at a workshop for the Colorado Implementation Collaborative, and at the Global Implementation Conference.
- Designed and led nine Book Study groups virtually, serving teachers across the state, in lieu of training new teachers in Teacher Classroom Management (TCM).
- Book Study participants read Incredible Teachers: Nurturing Children’s Social, Emotional, and Academic Competence, the book that accompanies the TCM training. Many of these same teachers will be trained in TCM during the 2021–2022 program year.

We’ve been implementing Dinosaur School since day one this year. Currently, [puppets] Dina and Wally help our kids understand changes related to COVID, masks, and their emotions.

—SARAH O., PRESCHOOL TEACHER

4,027 students served • 375 parents served
MAKING “PUPPET FRIENDS” WIDELY ACCESSIBLE WITH PARTNERSHIPS

In September 2020, IY staff filmed a second round of “Puppet Friends” social-emotional segments for a Rocky Mountain PBS’ series called “Colorado Classroom.” This is a continuation of Invest in Kids’ collaboration last summer with the Colorado Education Association, the Colorado Department of Education, and Gary Community Ventures.

“
I was pleasantly surprised by how well students were able to read emotions even when everyone was wearing a mask. The extra lessons about seeing emotions with a mask on and using a loud and proud voice were very helpful.

—IY DINOSAUR SCHOOL TEACHER

PARENT PROGRAM FACILITATOR TOOLS

The Incredible Years staff created supplemental resources for Parent Program Facilitators and supported a total of 43 Parent Groups.

“
I would like to thank each and every person that made The Incredible Years Parenting Group possible. They always made us feel like family, and in spite of the current circumstances, they made it possible to continue and finish our sessions. This for me was an incredible experience as a mom.

—SOL. H, IY PARENT PROGRAM GRADUATE

DINOSAUR SCHOOL GOES VIRTUAL

Over 4,000 students received Dinosaur School last school year. 100% of our coaching visits with teachers were conducted virtually, and IY staff supported program delivery whether it was virtual, in-person, or hybrid.

“
Dinosaur School helped my students with the constant battle of being in and out of school and knowing that their feelings mattered and they were able to identify and talk about them.

—DINOSAUR SCHOOL TEACHER
Tremendous work occurred in the past year to bring Child First® to Colorado. Child First’s aim is to engage with a family early to promote nurturing and protective relationships to both prevent and heal damage to a child’s developing brain due to trauma and adversity.

**COHORT 1**

**IMPLEMENTING AGENCIES**

Invest in Kids’ new Child First Program Director, Marisa Gullicksrud, LCSW, hit the ground running in January 2021, working with our four partner agencies who will collectively provide services to families in 13 Colorado counties in the coming year.

Aurora Mental Health Center  
San Luis Valley Behavioral Health Group  
Savio  
Tennyson Center for Children

Serving families in 13 Colorado counties.
In concert with the Child First National Service Office, Invest in Kids conducted a thorough exploration process, chose the implementing agencies, and assisted them in the recruitment and hiring of 32 staff members before providing rigorous training and support. Invest in Kids raised all the funding necessary, nearly $2.1 million, to launch and pay for early operations. This first cohort of agencies shares Invest in Kids’ goal that staff reflect the composition of the communities we serve and each agency includes one bilingual team.

Each family enrolled works alongside a two-person Child First team in their home. The team consists of a licensed mental health clinician with experience in early childhood development, and a family support partner who works with the entire family on sources of stress, and connects them with resources. Invest in Kids is proud that Child First teams will serve over 300 families in the first year, and we are engaged in the exploration process to identify a second cohort of agencies to expand our impact and reach.
FUNDRAISING SPOTLIGHT

22nd Annual Jane-A-Thon

While the 22nd Annual Jane-A-Thon was unlike any other, the Invest in Kids’ community rallied to ensure our one-of-a-kind event was safe, fun, and successful in raising critical funds to support our mission.

Over 280 people participated in the 3-day event, with more than 20 corporate sponsors, many of whom increased their sponsorship level from previous years and stepped up in support of Colorado children and families.

Thanks to the generous support of our sponsors and participants, we surpassed our fundraising goal, raising $262,000!
Financial Overview

Revenue Without Restriction: $3,717,415
Expenses: $3,294,236

Revenue less Expenses: $423,179

New Restricted Revenue: $2,137,847
Release of Restricted Grants: ($1,128,866)
Change in Net Assets: $1,432,160

FISCAL YEAR ENDING JUNE 30, 2021

CONSIDER THE RETURN ON YOUR INVESTMENT

For every $1 invested in Colorado’s Nurse-Family Partnership, a projected $7.90 can be saved in future costs for the highest-risk families.

For every $1 invested in The Incredible Years’ Parent Program, there is a $4.10 return on investment.

Invest in Kids raised funds for Child First Cohort 1 launch expenses, of which $600K was forecasted to be expensed by fiscal year-end. $445K was carried forward to FY22, resulting in a one-time increase to net assets, reflected in the statement of activities. It is expected to be spent down in full the first portion of FY22.
Thank you to the Invest in Kids community who rallied around Colorado families this year, supporting our mission in a variety of ways.

**SUPPORTERS $500 OR MORE JULY 1, 2020–JUNE 30, 2021**

**CORPORATIONS AND FOUNDATIONS**
- AIR Communities
- Anschutz Foundation
- Aon
- Aytu BioScience, Inc.
- B&H Way Foundation
- The Beacon Fund
- Benevity Community Impact Fund
- Brandeberry McKenna Public Affairs
- Buell Foundation
- BuildStrong Education Foundation
- Caring For Colorado Foundation
- Christy Sports
- Cintas
- Colorado Health Foundation
- Community Shares Of Colorado
- Cook Street Consulting
- The Denver Foundation
- Denver Active 20–30 Children’s Foundation
- Dizzion, Inc.
- EVO
- First Western Trust
- Forum Real Estate Group
- Fox Family Foundation
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- Mabel Y. Hughes Charitable Trust
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- Family Foundation
- MidFirst Bank
- Mile High United Way
- Monroe Group
- Nelnet Foundation
- Newmont Mining Corporation
- Otten Johnson
- Partners Group
- The Jay and Rose Phillips Family Foundation of Colorado
- Phoenix Capital
- PNC Bank
- Royal Gold
- Social Impact Solutions
- Sushi Sasa
- TEC Solutions
- TELUS International
- Trustpilot
- Tryba Architects
- The Wege Foundation
- Wend Collective
- Western Orthopaedics
- Western Colorado Community Foundation
- Connie Burwell White & William W. White Foundation
- WilmerHale
- Zoma Foundation

**INDIVIDUALS AND FAMILY FOUNDATIONS**
- **$100,000+ Impact Investors**
  - Jerry Conover
- **$50,000–$99,999 Impact Investors**
  - Debbie and David Younggren
- **$20,000–$49,999 Growth Investors**
  - Andrew* and Jake Higdon
  - Elizabeth McGeachin
  - McKee Foundation
  - Mistler Family Foundation
- **$10,000–$19,999 Venture Investors**
  - Deane Family Fund
  - Randy Engel
  - Molly and Rick Klau
  - Mark Ramirez
  - Mary Lee and Jay Schusterman

In July 2021, 9NEWS’ Next with Kyle Clark’s “Word of Thanks” micro-giving campaign promoted Invest in Kids’ work. **1189 donors raised a total of $26,824** in support of NFP families who needed extra support during the pandemic.
$5,000–$9,999  
Seed Investors  
Mary Beth and Bernie Buescher  
Lynda and Peter Fox  
Laura and Bob Hill  
Sarah and Eric* Hilty  
Jodi Blomberg and Timothy* Macdonald  
Bill Scaff  
Ann and James* Scarboro  
Judith Wagner  

$1,000–$4,999  
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* Invest in Kids Board of Directors  
^ Monthly Donors—IIK “Support Squad”  
+ 9NEWS/Kyle Clark “Word of Thanks” micro-giving campaign donor  

SUPPORT SQUAD  
Invest in Kids’ giving circle of monthly supporters, the “Support Squad” grew this year. A special thanks to all who support Invest in Kids’ work every month, ensuring our programs have sustainable funding to make an impact throughout the year.